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(71) Applicant (for all designated States except US): KIPEE
- KIDS' INTERACTIVE PRODUCTS FOR EDUCA-
TION & ENTERTAINMENT [IL/IL]; P.O. Box 9187,
52960 Ramat-Efal (IL).

(72) Inventors; and

(75) Inventors/Applicants (for US only): DAVID, Eli [IL/IL];
P.O. BOX 3211, 40591 BET-YEHOSHUA (IL). ASHAR,

Haim [IL/DE]; 88 HESSTR., 80798 Munich (DE). BEN-
EFRAIM, Uri [IL/IL]; 6 KTSIAH STREET, 52960 RA-
MAT-EFAL (IL).

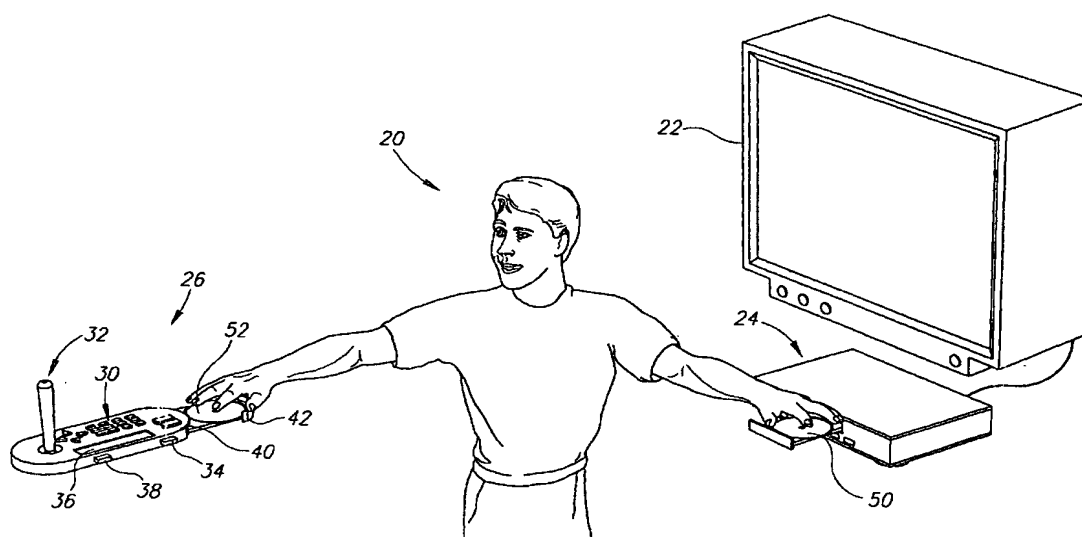
(74) Agents: FENSTER, Paul et al.; FENSTER & COM-
PANY, INTELLECTUAL PROPERTY 2002 LTD., P. O.
BOX 10256, 49002 PETACH TIKVA (IL).

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[Continued on next page]

(54) Title: INTERACTIVE DVD APPLICATIONS



(57) Abstract: Apparatus for playing an interactive application using a DVD player (24) that generates images on a TV (22) responsive to addressed image data on a DVD (50), the apparatus comprising: a DVD (50) having application images encoded at addressed locations on the DVD; an interface unit (26) comprising an IR transmitter (34), at least one user input device and a processor; a readable memory device (RMD) (52), separate from the DVD (50), encoded with at least one algorithm for determining a DVD image address responsive to activation of the at least one input device by a user; wherein the processor determines an image address responsive to the at least one algorithm and activation of the at least one input device and controls the IR transmitter (34) to transmit an IR signal encoding the address to the DVD player.



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Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

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C. DOCUMENTS CONSIDERED TO BE RELEVANT

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Name and mailing address of the ISA

European Patent Office, P.B. 5818 Patentlaan 2
NL - 2280 HV Rijswijk
Tel. (+31-70) 340-2040, Tx. 31 651 epo nl,
Fax: (+31-70) 340-3016

Authorized officer

Mouton, B

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